R J Reynolds
Tobacco Company

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August 19, 1997

TO: 1310, 1210, 1110, 2910 for Distribution to Sales Reps. with Stomel Accounts
CC: Regional Managers

SUBJECT: ***Joseph H. Stomel DIRECTORS CHOICE Pricing Information***

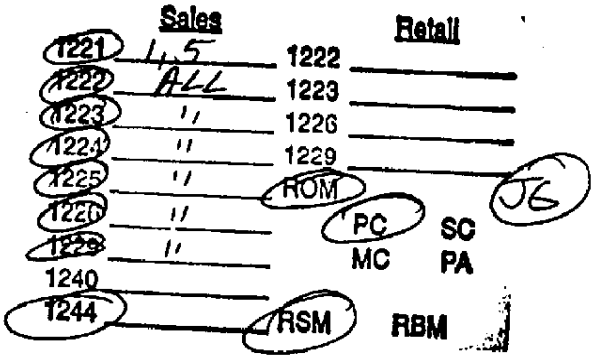
Ladies and Gentlemen:

Joseph H. Stomel has recently updated their pricing structure for all brands. Please note Directors Choice is the Everyday Low Price Brand for Joseph H. Stomel. Jack Stull, Vice President of Sales, has requested that we aggressively promote Directors Choice where there is potential for a third or fourth tier brand. Attached is the latest cigarette pricing by State; please distribute to Sales Representatives with Stomel Retail Accounts.

Sincerely,

J. A. Morris

JAM:des
Attachment



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Source: https://www.industrydocuments.ucsf.edu/docs/mxjy0000

JOS. H. STOMEL & SONS

STATE OF CITY OF NEW YORK

CIGARETTE PRICING

08/15/97

PACKING CLASS	MINIMUM WHOLESALE PRICE	MINIMUM RETAIL PRICE	MINIMUM PACK PRICE
PREMIUM - KING & 100'S	$19.52	$20.89	$2.09
GENERIC - KING & 100'S	$16.72	$17.90	$1.79
PRIVATE STOCK	$16.35	$17.50	$1.75
SUB VALUE	$14.64	$15.67	$1.57

PREMIUM - - Marlboro, Winston

GENERIC - - Alpine, American, Basic, Bristol, Bucks, Bull Durham Cambridge, Doral, GPC, Lucky Strike Filters and Lights, Magna, Misty, Monarch, Montclair, Raliegh Extra, Richland, Sterling, Viceroy

PRIVATE ST - Private Stock

SUB VA - DIRECTORS CHOICE

ALL PRICES SUBJECT TO VERIFICATION FROM THE STATE

Z: 10

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JOS. H. STOMEL & SONS

STATE OF NEW YORK

CIGARETTE PRICING

08/15/97

PACKING CLASS	MINIMUM WHOLESALE PRICE	MINIMUM RETAIL PRICE	MINIMUM PACK PRICE
PREMIUM - KING & 100'S	$18.69	$20.00	$2.00
GENERIC - KING & 100'S	$15.89	$17.01	$1.71
PRIVATE STOCK	$15.52	$16.61	$1.67
SUB VALUE	$13.81	$14.78	$1.48

PREMIUM - - Marlboro, Winston

GENERIC - - Alpine, American, Basic, Bristol, Bucks, Bull Durham Cambridge, Doral, GPC, Lucky Strike Filters and Lights, Magna, Misty, Monarch, Montclair, Raliegh Extra, Richland, Sterling, Viceroy

PRIVATE ST - Private Stock

SUB VA - DIRECTORS CHOICE

ALL PRICES SUBJECT TO VERIFICATION FROM THE STATE

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Source: https://www.industrydocuments.ucsf.edu/docs/mxjy0000

JOS. H. STOMEL & SONS

STATE OF CONNECTICUT

CIGARETTE PRICING

08/15/97

PACKING CLASS	MINIMUM WHOLESALE PRICE	MINIMUM RETAIL PRICE	MINIMUM PACK PRICE
PREMIUM - KING & 100'S	$18.53	$20.02	$2.01
GENERIC - KING & 100'S	$15.65	$16.91	$1.70
PRIVATE STOCK	$15.28	$16.51	$1.66
SUB VALUE	$13.52	$14.61	$1.47

PREMIUM - - Marlboro, Winston

GENERIC - - Alpine, American, Basic, Bristol, Bucks, Bull Durham Cambridge, Doral, GPC, Lucky Strike Filters and Lights, Magna, Misty, Monarch, Montclair, Raliegh Extra, Richland, Sterling, Viceroy

PRIVATE ST - Private Stock

SUB VA - DIRECTORS CHOICE

ALL PRICES SUBJECT TO VERIFICATION FROM THE STATE

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Source: https://www.industrydocuments.ucsf.edu/docs/mxjy0000

JOS. H. STOMEL & SONS

STATE OF NEW JERSEY

CIGARETTE PRICING

08/15/97

PACKING CLASS	MINIMUM WHOLESALE PRICE	MINIMUM RETAIL PRICE	MINIMUM PACK PRICE
PREMIUM - KING & 100'S	$17.12	$18.35	$1.84
GENERIC - KING & 100'S	$14.31	$15.35	$1.54
PRIVATE STOCK	$13.95	$14.96	$1.50
SUB VALUE	$12.23	$13.12	$1.32

PREMIUM - - Marlboro, Winston

GENERIC - - Alpine, American, Basic, Bristol, Bucks, Bull Durham Cambridge, Doral, GPC, Lucky Strike Filters and Lights, Magna, Misty, Monarch, Montclair, Raliegh Extra, Richland, Sterling, Viceroy

PRIVATE ST - Private Stock

SUB VA - DIRECTORS CHOICE

ALL PRICES SUBJECT TO VERIFICATION FROM THE STATE

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